

Feb-21-2005 02:18pm From-
Feb-17-2005 10:30am From-

T-450 P.002/005 F-428
T-412 P.002/003 F-691

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: Manfred Bohn et al.
Serial No. 09/077,194
Filing Date: May 26, 1998

USE OF 1-HYDROXY-2-PYRIDONES
FOR THE TREATMENT OF
SEBORRHEIC DERMATITIS

DECLARATION OF STEVE BRADFORD

I, Steve Bradford, do hereby declare that:

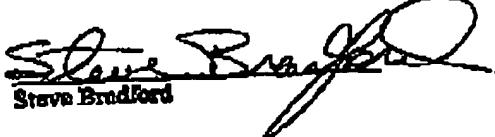
1. I am Director of Marketing for Medicis Pharmaceutical Corporation ("Medicis"), a licensee under the above-identified patent application.
2. The attached spreadsheet reflects the new prescriptions (NRx) and total prescriptions (TRx) in thousands by the month for Loprex® Shampoo, its closest competitors and the market for a seborrheic dermatitis shampoo.
3. The percentages in the spreadsheet reflect the change as compared to the same month of the previous year.
4. I understand that Loprex® shampoo would be covered by several of the pending claims in the above-identified patent application.
5. As reflected on the attached spreadsheet, Loprex® Shampoo is a very successful product.
6. The total prescriptions per month in the market has remained approximately the same (about 240,000 prescriptions/month, see last row of the spreadsheet), but Loprex® Shampoo has been taking an increasing percentage of the market (in December 2004, 37,000 prescriptions).

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T-412 P.003/009 F-391

I further declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true, and further that these statements are made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application and any registration resulting therefrom.

Date: Feb 18, 2005


Steve Bradford

12-Month Rolling Prescription Report

% change refers to Month '04 vs same Month '03

		Dec '03	Jan '04	Feb '04	Mar '04	April '04	May '04	June '04	July '04	Aug '04	Sep '04	Oct '04	Nov '04	Dec '04
LOPROX NPA	21	21	21	24	22	21	22	21	22	21	22	21	22	24
% Chg														
Selenium Sulfide	34	35	33	39	37	30	40	42	39	38	37	37	35	28
% Chg	-3%	-6%	-3%	+4%	-3%	-3%	+0%	+4%	+3%	-1%	-3%	-1%	-1%	-2%
Caper	17	17	16	17	15	19	12	11	11	11	11	11	11	11
% Chg	-15%	-20%	-16%	+16%	-21%	+25%	-27%	-30%	-30%	-35%	-40%	-33%	-35%	-35%
Ketoconazole(s)*	77	82	85	81	81	77	81	80	83	78	85	84	85	85
% Chg	+6%	+3%	+4%	+7%	+8%	+6%	+8%	+8%	+5%	+7%	+10%	+92%	+96%	+96%
Market TRx	149	155	155	171	165	149	155	162	158	150	157	155	155	155
% Chg	+6%	+2%	+1%	+3%	+3%	+3%	+1%	+1%	+1%	+2%	+2%	+2%	+2%	+2%

*Ketoconazole prescriptions include both branded (NIZORAL) and the generic ketoconazole